

PUBLICATIONS

Denmark's Environmental Market

A net exporter of environmental technology and know how, Denmark, nevertheless, offers export opportunities to Canadian environmental industries, especially those engaged in the supply of equipment and services.

These are among the findings in *Denmark, Environmental Sector*, a market report recently prepared by the Canadian Embassy in Copenhagen.

The country also is very receptive to joint venture proposals, technology transfer arrangements — and, with an excellent contact base, is a very promising gateway to markets in the Baltic, and Central and Eastern Europe.

There is opportunity, as well, for third market cooperation: The large Danish consulting engineering firms, including Carl Bro,

COWI and Ramboll, frequently have indicated an interest in working with Canadian environmental consultancy companies in pursuit of project contracts in Latin America, Eastern Europe, Africa and Asia.

For exporters of Canadian environmental technology, the report specifically notes that both the public and private sectors in Denmark favour "state of the art", sophisticated technological environmental solutions and, while "low tech" solutions have niche applications in Denmark, these are the exception.

Canadian firms wishing to explore this market should bear in mind that Danish environmental decision-makers, buyers, and clients, regard Denmark as a world class supplier in the

environmental field. Consequently, they regard their own technologies as superior until otherwise convinced.

On the other hand, Danish decision makers tend to have a high level of respect for new and innovative approaches to environmental problem-solving.

Denmark, Environmental Sector, which also lists contacts and provides information on how the Embassy can assist Canadian exporters, is available to Canadian companies by calling the InfoCentre Faxlink (see box page 8 and using code# 40012).

Environmental interests may also contact David Horup, Commercial Officer, The Canadian Embassy, Kr. Bernikowsgade 1, 1105 Copenhagen K, Tel.: (011-45) 33 12 22 99; Fax: (011-45) 33 12 42 10.

Jalisco, Mexico

Door is Ajar for Food Processing Equipment

A report on opportunities for suppliers of food processing equipment and technology to the Mexican state of Jalisco has been prepared by the Canadian Consulate in Guadalajara.

Companies in Jalisco currently involved in exports provide the best opportunities for Canadian suppliers of food processing equipment.

Processed fruits and vegetables, and confectionery and candy are the two food processing sub-sectors in Jalisco with the strongest export potential.

Several groups in the state are considering establishing processing facilities for frozen or canned fruits and vegetables. Since these

groups tend to be new to food processing, they may, in addition to equipment, also be seeking, consulting expertise, turn-key projects or joint ventures.

Most companies in the meat sub-sector will have to upgrade their manufacturing facilities to meet new federal sanitary regulations. In Jalisco, almost all of the 132 slaughterhouses will be undergoing major renovations over the next five years.

The dairy sub-sector will also be affected. In April 1996, the Mexican government increased the ceiling price of pasteurized milk by 30 per cent and liberalized the price of UHT milk. This should

improve cash flow for dairy processors and permit some companies to invest in new equipment.

There also appear to be possibilities for equipment sales in the baking and milling sub-sectors.

Many food processing companies in Mexico need to upgrade their packaging equipment to compete with foreign products and to provide more attractive products. As the economy recovers, companies also will be looking to equipment replacement.

For more information, or to obtain a copy of the study, contact Canadian Consulate, Hotel Fiesta Americana, Local 31, Aurelio Ace-

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